

# ARIZONA HISTORICAL ADVISORY COMMISSION

## Application for Arizona Centennial 2012 Legacy Project Designation

**AHAC Mission:** Develop, encourage and coordinate a statewide plan for Arizona's centennial in 2012 including advising the legislature and state agencies on centennial history and heritage, arts and culture, assisting the governor's countdown to the centennial to support school children learning about Arizona's history and recommending activities and projects that will ensure lasting accomplishments to commemorate the centennial.

**Vision for Centennial Projects:** Commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

**Legacy Project Criteria:** This is a request for official designation as an Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
  2. Describe how this project meets the Legacy Project criteria.
  3. Project timeline. Give details regarding planning and implementation.
  4. Describe the project location.
  5. List project partners, if applicable.
  6. Attach a proposed budget, showing total project cost and funding sources.
  7. Please also provide letters of support from project partners and sponsors.
- These are in addition to the three-page maximum.

Name of project: Arizona Stories

Applicant: Eight/KAET - TV

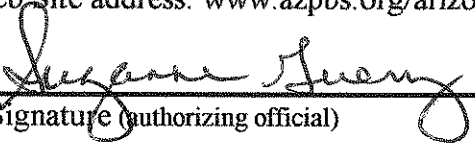
Contact person: Suzanne Guery

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Telephone Number: 480-727-6444

Email address: Suzanne.Guery@asu.edu

Web Site address: [www.azpbs.org/arizonastories](http://www.azpbs.org/arizonastories)

  
Signature (authorizing official)

  
Date

The Arizona Historical Advisory Commission will review the Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Committee  
1700 W Washington, Suite 200  
Phoenix, AZ 85007

# **Arizona Stories: An Eight Original Production**

## **Arizona Centennial 2012 Legacy Project Application**

### **1. General Description**

*Arizona Stories* is a multi-year, multimedia project that includes television programs, DVDs, a robust companion Web site ([www.azpbs.org/arizonastories](http://www.azpbs.org/arizonastories)) and a strong educational element. Our goals are threefold: to create engaging local content that entertains and educates a general audience about Arizona's rich heritage, to provide Arizona educators with quality content and educator guides and training aligned to state standards, and to create the best, most diverse and most accessible history content as we countdown to the Arizona Centennial.

Each 30-minute television program includes three mini-documentaries (5-8 minutes long each) and interstitial features on Arizona Milestones and "Then & Now" photographs. In our first two seasons, we also included "Did You Know" factoids. By 2012, we will have 48 episodes and several specials, which equals at least 28 hours of original, local content. We already are half way to that goal. In 2012, we will air a different show each week for an entire year in celebration of Arizona's Centennial. The companion Web site includes transcripts and photographs for each mini-documentary, all of the "Then & Now" and "Did You Know" and Milestones content. We currently are streaming twelve of the mini-documentaries. All 24 Milestones features will be available via streaming by October 14, 2008. We plan to continue adding more content to the Web site as resources allow. Web visitation has been incredibly strong. A link to the *Arizona Stories* Web site was recently added to another organizations' educational Web site and another national entity promoted visitation to the site. The result was more than 150,000 visits over a three month period with an average "Time Viewed" of over 5 minutes.

*Arizona Stories* is a project that Eight is well-qualified to produce. We specialize in the education of children, in-depth news and public affairs, lifelong learning, and the celebration of arts and culture — utilizing the power of noncommercial television, the Internet, educational outreach services, and community-based initiatives. Our PBS station began broadcasting from the campus of Arizona State University on January 30, 1961. Now more than 80 percent of Arizonans receive the signal through a network of translators, cable and satellite systems. With more than 1.3 million viewers each week, Eight consistently ranks among the most-viewed public television stations per capita in the country. Arizonans provide more than 60 percent of the station's annual budget.

### **2. Legacy Project Criteria**

*Arizona Stories* meets all Arizona Centennial Legacy Project criteria.

- Every element of *Arizona Stories* content accurately portrays Arizona history. We painstakingly research each subject. We actively seek the counsel and participation of history scholars across the state.
- *Arizona Stories* is broadcast on Eight, which reaches approximately 80% of Arizona households via free television – cable or satellite is not required. Arizona Public Media (KUAT) in Tucson, Arizona also broadcasts the series, thereby making *Arizona Stories* available across the entire state. The companion Web site is available 24 hours a day, 7 days a week, 365 days a year. DVDs allow for use in classrooms and for home viewing wherever, and whenever, people want to watch. As delivery mechanisms change, we will pursue additional distribution mechanisms, i.e. video on demand.
- *Arizona Stories* would not be possible without the collaboration of content partners across the state and beyond. Many of our story ideas come from the historical community and other heritage partners. Our project is a visual one requiring the use of countless historic photographs, moving images, ephemera and other historic objects and locations. We have partnered with many entities including this small

**Arizona Stories: An Eight Original Production**  
**Arizona Centennial 2012 Legacy Project Application**

sampling: Arizona Historical Society (all locations), Arizona Historical Foundation, Arizona State Library, Archives and Public Records, Arizona State Parks, Arizona State University Library Special Collections, University of Arizona Library Special Collections, Northern Arizona University Library Special Collections, Sharlot Hall Museum, Tempe Historical Society, Bisbee Mining and Mineral Museum and Arcadia Publishing.

- *Arizona Stories* is evergreen, original content that will be broadcast, streamed online and used by educators for years to come, well beyond 2012.
- Eight's educational outreach department, ASSET, conducts professional development and outreach efforts to help educators across Arizona utilize the full portfolio of educational resources available through Eight and PBS. The resources and professional development are available to schools and districts at no charge and supports educators in their work with PreK-12 students to reach academic goals. *Arizona Stories* is one of the local productions used as a focus for educator workshops by ASSET staff. ASSET is in the process of aligning all *Arizona Stories* 88 mini-documentary features to Arizona Academic Standards and creating an *Arizona Stories Teaching Guide* for use of these broadcast and online resources in the classroom. Also, ASSET plans to create flash animated interactive activities related to some of the *Arizona Stories* content. These online resources, developed specifically around Arizona Academic Standards, will be designed for classroom use by educators and students.
- Our plan for implementation is in three parts, which is illustrated in the timeline in the next section of this application.
  - What we've already done
  - What we are currently doing
  - What we will do in the future

### **3. Timeline**

*Arizona Stories* has been in production since 2005.

- 2006 – COMPLETED
  - Season I ( 8 x 30 minutes) – April through June
  - Companion Web site launched - April
  - Season I DVD - September
- 2007 - COMPLETED
  - Season II (8 x 30 minutes) – June through August
  - Season II DVD - September
  - Arizona Stories: WWII (60 minutes) - August
  - Arizona Stories: WWII DVD – September
- 2008 – IN POST-PRODUCTION
  - Season III (8 x 30 minutes) premieres on October 14, 2008
  - Companion Web Site expanded (streaming video and interactivity)
  - Season III DVD – December 2008
- 2009 – IN PRE-PRODUCTION
  - Arizona Stories: State Parks (60 minutes) premieres in early 2009
  - Arizona Stories: State Parks DVD release early 2009
  - Arizona Stories: First Nations (60 minutes) premiers in April 2009
  - Arizona Stories: First Nations DVD release in April 2009
  - Season IV ( 8 x 30 minutes) premiere – Fall 2009
  - Season IV DVD launch – Fall 2009

**Arizona Stories: An Eight Original Production  
Arizona Centennial 2012 Legacy Project Application**

**Timeline (cont'd)**

- 2010 – IN RESEARCH & DEVELOPMENT
  - Season V ( 8 x 30 minutes) premiere – Fall 2010
  - Season V DVD launch – Fall 2010
- 2011 – IN RESEARCH & DEVELOPMENT
  - Season VI ( 8 x 30 minutes) premiere – Fall 2011
  - Season VI DVD launch – Fall 2011
- 2012 - Broadcast different episode of *Arizona Stories* each week for a year

**4. Project Location**

*Arizona Stories* covers topics across the entire state of Arizona. The final page of this application is a list of all the mini-documentaries and Milestones we have completed to date. The series is broadcast statewide. The Web site is available to anyone in the world.

**5. Partners**

*Arizona Stories* is currently collaborating with Arizona Public Media (KUAT) to broadcast the series. We anticipate that relationship continuing indefinitely. Regarding content, we are currently and plan to continue collaborating with, among others, the Arizona Historical Society (all locations), Arizona Historical Foundation, Arizona State Library, Archives and Public Records, Arizona State Parks, Arizona State University Library Special Collections, University of Arizona Library Special Collections, Northern Arizona University Library Special Collections, Sharlot Hall Museum, Tempe Historical Society, Bisbee Mining and Mineral Museum and Arcadia Publishing.

**6. Budget**

We have included a summary budget for one season of *Arizona Stories*. This summary budget includes all out-of-pocket and in-kind production expenses for television, Web and education elements of *Arizona Stories*. Funding sources: Season I received a \$10,000 grant from the John F. Long Foundation. All other cash and in-kind expenses have been covered by Eight and from our Program Partners fund. The Program Partners fund was created by the generosity of Eight's members who gave additional gifts of financial support specifically for the creation of local content like *Arizona Stories*. We also are actively seeking production underwriters.

Summary Project Budget – Arizona Stories (one season)	
SECTION ONE: PRODUCTION STAFF	136,890
SECTION TWO: TRAVEL	3,600
SECTION THREE: PRODUCTION	249,070
SECTION FOUR: OFFICE	12,760
SECTION FIVE: PROMOTIONS	15,000
SECTION SIX: WEB	6,600
SECTION SEVEN: EDUCATION	47,700
SECTION EIGHT: INDIRECT COSTS	99,040
TOTAL PROJECT COSTS	570,660

**7. Letters of Support**

Attached are letters of support from three content partners – Arizona Historical Foundation, Arizona State Parks and Sharlot Hall Museum.

# Arizona Stories: An Eight Original Production Arizona Centennial 2012 Legacy Project Application

## Arizona Stories Completed Features (61)

American Legion Post 41  
Apache Trail  
Apollo Astronaut Training  
Arizona Falls  
*Arizona Highways Magazine*  
Arizona's Chinese Pioneers  
Birth of Suburbia  
Canyon Records  
Cesar Chavez  
Civil Conservation Corps  
Ernest McFarland  
Falcon Field  
Frank Luke  
Governor Hunt  
Hispanic Flyboys  
Holsum Bakery  
Homolovi  
Hoover Dam  
Hubbell Trading Post  
Ira Hayes  
Jerome  
Kartchner Caverns  
Keeping Cool  
Kolb Brothers  
La Casa Vieja  
La Posada  
Legend City  
Lost Dutchman Mine  
Masque of the Yellow Moon  
Mining  
Name that Street  
Navajo Code Talkers  
Orpheum Theatre  
Riverside Ballroom  
San Carlos Submerged  
Skirmish at Picacho Peak  
Sonora  
Sun City  
Talesin West  
Tempe 's Hispanic Heritage  
The Arizona Biltmore  
The Cooley Family  
The Florence Courthouse  
The Great Escape of '44  
The Home Front WWII  
The Little Red Schoolhouse  
The Luhrs Family  
The Mission at San Carlos  
The Riordan Family  
The Ragsdales  
The Rosson House  
The Schwemberger Collection  
The Struggle for Civil Rights  
The USS Arizona  
The Windows at St. Mary's Basilica  
The Wrigley Mansion  
Tovrea Castle  
Wallace & Ladmo  
Women's softball  
WWII Internment Camps  
Yuma Territorial Prison

## Arizona Stories: WWII Bonus Features (3)

Silvestre Herrera  
Arizona WWII Aviation  
Women in the Navy

## Arizona Stories Features Season III (24)

5 Cs  
'70s Sports  
Arizona Rough Riders  
ASU Name Change  
Bashas  
Big Surf  
City of Yuma Flight  
Colossal Cave  
Fort Verde  
Glen Canyon & Dam  
Hohokam  
Mexican Heritage in Phoenix  
Miranda  
MLK Holiday/Gov. Meacham  
Mystery Castle  
Orme Dam  
Phoenix Madison Square Garden  
Phoenix Open  
Salt River Project  
Sedona  
Sharlot Hall  
The Heard Family  
Udall Family  
Winnie Ruth Judd

## Arizona Milestone Features Completed

Bill Williams Mountain  
Clifton Cliff Jail  
Fort Huachuca  
Gadsden Purchase  
Geronimo's Surrender  
Hayden's Ferry  
Mormon Battalion  
Picket Post Mountain  
Prescott  
Sunset Crossing  
Tom Mix  
Tombstone's Founder  
Tubac  
Vulture Mine  
White Mountains  
Yuma Crossing

## Arizona Milestone Features Season III

Battle of Big Dry Wash  
Bullhead City  
Grand Canyon Air Crash  
Hi Jolly  
Lee's Ferry  
London Bridge  
Oatman  
Old Dominion

## Arizona Stories WWII In Their Own Words

Jack Nemerov  
Harold Bergbower  
Tom Wallace  
John Taylor  
Bob Chastain  
Doris Marlowe